

business recycling solutions



Recycling – Good for Your Business, Good for the Environment

A Publication of the Sunnyvale Commercial Recycling Program

We are back! After a one year absence, we have restarted Business Recycling Solutions.

National Focus

Demonstrating a commitment to lead by example, President Obama signed an executive order October 5 that sets sustainability goals for federal agencies and focuses on making improvements in their environmental, energy and economic performance.

The order requires federal agencies to set a 2020 greenhouse gas emissions reduction target within 90 days; increase energy efficiency; reduce fleet petroleum consumption; conserve water; reduce waste; support sustainable communities; and leverage federal purchasing power to promote environmentally-responsible products and technologies.

“As the largest consumer of energy in the U.S. economy, the federal government can and should lead by example when it comes to creating innovative ways to reduce greenhouse gas emissions, increase energy efficiency, conserve water, reduce waste, and use environmentally-responsible products and technologies,” said President Obama. “This Executive Order builds on the

momentum of the Recovery Act to help create a clean energy economy and demonstrates the Federal government’s commitment, over and above what is already being done, to reducing emissions and saving money.”

Some of the targets:

95% of all applicable contracts must meet sustainability requirements

30% reduction in vehicle fleet petroleum use by 2020

26% improvement in water efficiency by 2020

50% recycling and waste diversion rate by 2015.

While setting 50% recycling and waste diversion goal from landfill is new for the federal government, California required 50% diversion in 2000. In 2008 California’s diversion rate reached 58%, leading the nation. How does Sunnyvale compare? Sunnyvale’s current diversion is 63%!

UPCOMING EVENTS



Business Hazardous Waste Drop-off Events

Oct. 16, Nov. 20, No December Event

Qualifying businesses may participate by appointment only.

(408) 299-7300 or www.hhw.org

California Cleantech Open Symposium, “One Person’s Trash is Another’s Treasure”: Eliminating the Concept of Waste through Innovative Business Strategy

**Tuesday, October 20
5:30 pm to 8:30 pm**

Oracle Conference Center
350 Oracle Parkway
Redwood City, CA 94065

RSVP: <http://www.cleantechopen.com/app.cgi/events/view/112>

Sustainable Minds Workshop

Mastering environmental impact assessment in the design process.

**Thursday, November 5
8:00 am to 5:00 pm**

Autodesk Gallery at One Market,
San Francisco, CA 94105

Contact: Nancy VanBenschoten
(603) 617-2359 or nancy@sustainableminds.com

Local Focus Certified Green Businesses

Akraya, Inc. www.Akraya.com

Email: eszter.szikora@akraya.com

Phone: (408) 907-6424

Akraya, a Sunnyvale professional staffing company, received Green Business certification in January 2009. The Santa Clara County Green Business Program is a regional joint venture program that certifies busi-



nesses throughout the County that operate using environmentally sound

See “Local Focus” on back

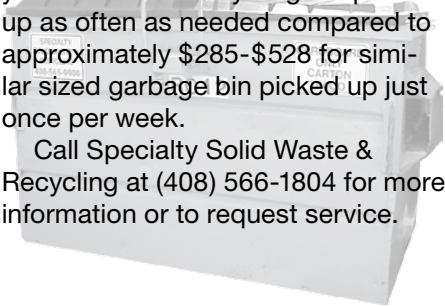
Recycle It!

Cardboard Recycling

Sunnyvale businesses participating in the City's Commercial Cardboard Recycling Program diverted

over five million pounds of cardboard from the landfill in 2008! This diversion not only makes good environmental sense but also good economic sense. Businesses participating in the program are often able to substantially reduce their garbage costs since it costs just under \$19 per month for a three and six cubic yard cardboard recycling bin picked up as often as needed compared to approximately \$285-\$528 for similar sized garbage bin picked up just once per week.

Call Specialty Solid Waste & Recycling at (408) 566-1804 for more information or to request service.



Business Recycling Solutions
is available online at
www.sunnyvalerecycles.org

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Product and company listings should not be construed as an endorsement by the City of Sunnyvale.

Please send all comments and questions to:
Commercial Recycling Program
P.O. Box 3707
Sunnyvale, CA 94088-3707
(408) 730-7484, TDD (408) 730-7501

Or email:
mlindemuth@ci.sunnyvale.ca.us

Local Focus, continued

practices. The County provides a checklist of items that businesses are required to meet prior to certification. Through the process, businesses receive free energy and waste audits that identify opportunities to reduce waste, improve efficiencies and cut disposal costs.

Amar Panchal, Akraya's CEO, decided to expand his personal commitment to sustainability to the workplace after reading a Green Business pamphlet in an auto store. Panchal says that green "efforts have led to significant bottom line savings in energy and product purchasing costs." Akraya employees believe that their efforts will lead to a "healthy, safe planet for their children."

Highlights of measures include:

- Developing a green purchasing policy
- Purchasing reusable dishes to replace disposables in the employee kitchen
- Green Employee Orientation program
- Encourage carpooling, public transit, walking, bicycling and telecommuting
- Rewarding employees for green efforts
- Grasscycling

Visit <http://greenbiz.sccgov.org> or call (408) 282-3166 for a list of certified green businesses in Santa Clara County or to find out how your company can participate.

Your Inquiries

Q I would like to set up recycling service for my company; what kind of recycling assistance can City of Sunnyvale recycling staff provide?

A While the City of Sunnyvale does offer cardboard recycling service to Sunnyvale businesses (detailed above), the rest of your materials (beverage containers and paper) need to be handled through an "open market" collection system. This means your company is allowed to choose whichever service provider you would like for recycling services. Visit www.sunnyvalerecycles.org and click on Recycling A-Z to find providers for the specific materials you'd like collected.

The City can also assist your business with:

Finding recycling service providers for the hard-to-recycle materials your company generates

Assessing your waste stream and identifying potential cost savings that can be realized through a waste reduction and recycling program

Assisting with set up of an employee recycling program

Whatever your recycling questions are, recycling staff can help. Contact the Commercial Recycling Program at (408) 730-7484 or email mlindemuth@ci.sunnyvale.ca.us for assistance.

Business Recycling Solutions is available online at
www.sunnyvalerecycles.org

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FAQs

Cardboard Recycling

Local Focus on Sunnyvale Green Business

National Focus on New Federal Sustainability Targets

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City of Sunnyvale Recycling Program



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